

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

MARS, INCORPORATED

Opposer,

 γ

**MR. GOODCENTS FRANCHISE
SYSTEMS, INC.**

Applicant.

Opposition No. 91161320

**JOINT REQUEST FOR EXTENSION OF TIME FOR APPLICANT TO ANSWER
AND EXTENSION OF DISCOVERY AND TESTIMONY PERIODS**

Come Now the Parties Hereto, by their respective attorneys, and hereby agree, subject to approval by the Trademark Trial and Appeal Board, that the time within which Applicant may answer or otherwise respond to the Notice of Opposition in this case be extended for sixty (60) days, or until February 15, 2005. Such extension will permit the parties to continue ongoing negotiations with respect to the possible settlement of this potential opposition proceeding.

This request was agreed to by counsel for Opposer, Victoria Doyle, during a telephone conference on December 15, 2004.

Thus, it is jointly requested that the time within which Applicant may answer be extended until February 15, 2005.

Discovery in this proceeding is currently set to close on February 15, 2005. With the requested sixty (60) day extension of time within which Applicant may answer, the



12-21-2004

I hereby certify that this document is being deposited with the United States Postal Service as first class mail in an envelope addressed to the Commissioner for Trademarks, P.O. Box 1451, Alexandria, Virginia 22313, on this 16th day of December, 2004.
HOVEY WILLIAMS LLP

BY Meg M. McDonald

parties respectfully request that the discovery and testimony period dates be reset as follows:

THE PERIOD FOR DISCOVERY TO CLOSE April 16, 2005

Testimony period for party in position
of plaintiff to close:
(Opening thirty days prior thereto)

July 15, 2005

Testimony period for party in position
of defendant to close
(opening thirty days prior thereto)

September 13, 2005

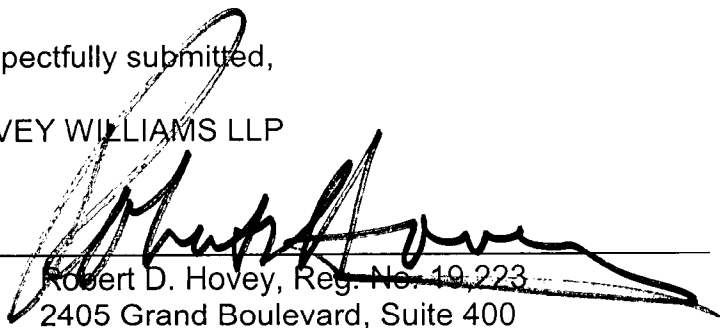
Rebuttal testimony period to close
(opening fifteen days prior thereto)

October 28, 2005

Respectfully submitted,

HOVEY WILLIAMS LLP

By:

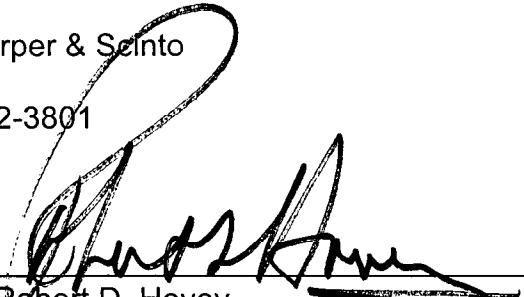

Robert D. Hovey, Reg. No. 19,223
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816/474-9050

Attorneys for Applicant

CERTIFICATE OF SERVICE

It is hereby certified that a complete copy of the foregoing "Joint Request for Extension of Time for Applicant to Answer and Extension of Discovery and Testimony Periods" was mailed by first class mail, postage prepaid, this 16th day of December, 2004, to Opposer's attorney, addressed as follows:

Victoria J. B. Doyle
Fitzpatrick, Cella, Harper & Scinto
30 Rockefeller Plaza
New York, NY 10112-3801


Robert D. Hovey